

## CLAIMS

1. A method to locate the direction between a user's site to a predetermined geographical site by means of a cellular telephone having means for determining its direction towards the north and/or for coordinating itself in the globe; said method comprising the following steps;
  - a. determining the self direction and/or position of said telephone towards the north;
  - b. calculating the location of the predetermined geographical site;
  - c. calculating the direction of said site from the said determined location of said telephone; and,
  - d. presenting said calculated direction on the telephone's screen.
2. The method according to claim 1, comprising the following steps;
  - a. determining a first direction and/or position of the cellular telephone by means of receiving communication signs from a plurality of communication transducers and so calculating said first location of said telephone;
  - b. transferring said telephone for a predetermined distance in certain direction;
  - c. determining a second direction and/or position of the cellular telephone by means of receiving communication signs from a plurality of communication transducers and so calculating said second location of said telephone;
  - d. calculating the location of said desired site;
  - e. calculating the direction of said desired site from the said second determined location of said telephone; and,
  - f. presenting said calculated direction on the telephone's screen.
3. The method according to claim 2, wherein the communication transducers are selected from means for cellular communication network, selected from a plurality of communication satellites and or communication transceivers and/or transducers providing the cellular communication.
4. The method according to claim 2, wherein the cellular telephone is transferred a distance in the range of about 10 to 50 meters in a gradually straight line at any direction.

5. The method according to claim 1, wherein the cellular telephone is having means for determining its direction towards the north; said method comprising:
  - a. determining the direction of said telephone by a magnetic compass and/or a clinometer and/or at least one gyro;
  - b. positioning said telephone towards the magnetic north;
  - c. receiving communication signs from a plurality of communication transducers and so calculating the self location of said telephone;
  - d. calculating the location of said desired site;
  - e. calculating the direction of said desired site from the self location of said telephone; and,
  - f. presenting said calculated direction on the telephone's screen.
6. The method according to claim 1, wherein the cellular telephone is having means for determining its self position; said method comprising:
  - a. determining the self direction and location of said telephone by means selected from a magnetic compass, a clinometer, sextant, sundial, theodolite, at least one gyro and/or a GPS;
  - b. calculating the location of said desired site;
  - c. calculating the direction of said desired site from said telephone;
  - d. presenting said calculated direction on the telephone's screen.
7. The method according to claim 1, wherein the cellular telephone is selected from cellular telephones, satellite telephone, wireless telephone, beeper, palm pilot, MIRS, VPN and/or any personal computer having means for such a phone communication.
8. The method according to claim 1, wherein the step of presenting of the calculated direction is provided by presenting visually written or graphically drawn notes, signs, arrows, texts and/or hearing voice messages comprising direction instructions.

9. The method according to claim 7 wherein the presenting of the calculated direction is provided by means of a plurality of arrows or equal directing means, projected with or above relevant maps, photos or drawn layer.
10. The method according to claim 1, wherein the step of presenting of the calculated direction is provided in two or three dimensions.
11. The method according to claim 1, additionally comprising presenting indications characterizing the desired site.
12. The method according to claim 10, wherein the indications are selected from text, draws, animation, sounds, pictures or video referring the desired location or the way between the user's site towards said desired location.
13. The method according to claim 10, wherein the indications are adapted to present a calculated distance between the user's site to the desired site.
14. The method according to claim 1, wherein the predetermined geographical site is selected from Jerusalem, Mecca and/or any other site of importance to religious people.
15. The method according to claim 1, wherein the predetermined geographical site is selected from buildings, streets, neighborhoods, towns or countries or any other sites of any importance to the community.
16. The method according to claim 1, wherein the predetermined geographical site is selected from banks, companies, entertainment centers fast food merchants, malls and markets, organizations, petrol stations, shops and/or any commercially oriented identities.
17. The method according to claim 1, wherein the predetermined geographical site is selected from roads, car parks, traffic junctions, main stations, railway stations or subways entrances, terminals, seaports and airports.

18. The method according to claim 1, adapted to direct the user for and/or from a predetermined meeting place.
19. A cellular telephone useful for locating the direction to a predetermined geographical site in the method defined in claim 1 or in any of the preceding claims.
20. The cellular telephone according to claim 19, comprising:
  - a. antenna adapted to receive communication signs from a plurality of communication transducers;
  - b. transmitter having means to emit signs and thus to communicate with said transducers;
  - c. a microprocessor suitable for processing said detect signs and to calculate the desired location;
  - d. a screen suitable for projecting said calculated location.
21. The cellular telephone according to claim 19, additionally comprising means for determining the self-direction and/or location of said telephone, selected from a magnetic compass, a clinometer, sextant, sundial, theodolite, at least one gyro and/or a GPS.
22. A method for locating the direction between a user's site to a predetermined geographical site by means of a cellular telephone having means for displaying said direction towards the north and said predetermined geographical site; said method comprising the following steps:
  - a. determining the coordination of the user cellular telephone on the globe;
  - b. calculating the location of the predetermined geographical site on the globe;
  - c. calculating the direction of said site from the said determined location of said telephone; and
  - d. positioning said telephone towards the north by an auxiliary means; and,
  - e. presenting said calculated direction on the telephone's screen.
23. The method according to claim 22, wherein the calculations are adapted to calculate a first coordinate; a second coordinate and the angel teta between said two coordinates; wherein said first coordinate is between the user's current site and the

calculated North pole; wherein said second coordinate is between said user's current site and the predetermined geographical site.

24. The method according to claim 22, comprising the step of presentation of said teta angle.
25. The method according to claim 24; wherein a presentation comprising the calculated north and/or south pole, the predetermined geographical site and said teta angle is obtained; so the teta angle which is presented is in coordination to a calculated north and not to the true north.
26. The method according to claims 23 or 24, additionally comprising the step of obtaining either the direction to the North Pole or to the magnetic north; so the teta angle, which is presented, is in coordination to the true north.
27. The method according to claim 23, wherein the calculations are made in a remote cellular site.
28. The method according to claim 23, wherein the calculations are made by a means of a processor in communication with said cellular telephone.
29. The method according to claim 23, wherein the calculations are made by a means of a processor integrated in the cellular telephone.
30. The method according to claim 22, comprising the step of sending a presentation selected from an illustration, animation or an SMS from a remote site to the user's cellular telephone; said presentation, comprising indication of calculated north and the desired predetermined geographical site.
31. The method according to claim 22, wherein the indication of the desired predetermined geographical site is provided by either an delivering SMS message, drawing arrows, indicating the calculated teta degree, displaying a text or any combination thereof.
32. The method according to claim 22, wherein the auxiliary means is selected from integrated or non-integrated compass, GPS or any other means adapted to display the north or the magnetic north.
33. A method for indicating the nearest location according to claim 22, comprising

- a. determining the coordination of the user cellular telephone on the globe upon initiating said determination.
- b. calculating the direction of said nearest location from the said determined location of said telephone;
- c. positioning said telephone towards the north by an auxiliary means; and,
- d. presenting said calculated direction on the telephone's screen.

34. A method for finding the initial location according to claim 22, comprising

- a. determining the initial coordinating of the user cellular telephone on the globe;
- b. calculating the direction of said initial location in respect to the current location of said telephone; and
- c. positioning said telephone towards the north by an auxiliary means; and,
- d. presenting said calculated direction on the telephone's screen.

35. A method of doing business by either tenanting or selling means for locating the direction between a user's site to a predetermined geographical site by means of a cellular telephone to an advertiser, so said advertiser's predetermined location is essentially listed in the menu of the cellular telephone, in the manner users are being exposed to both said advertisers ability to sale its products and/or services; and/or to said advertiser's nearest sites.

36. The method according to claim 35, comprising the step of enlisting at least one advertiser's predetermined parameters, selected from its location or at least one other commercial properties in the menu of the cellular telephone.

37. The method according to claim 35 comprising the step of displaying or playing at least one advertisement selected from the advertiser's trademarks, logos, music or sounds to be connected by the user with said advertiser; to its products and/or services and/or to said advertiser's nearest sites.

38. A method to locate the direction between a user's site to plurality of predetermined geographical sites by means of a cellular telephone having means for determining its direction towards the north and/or for coordinating itself in the globe; comprising:

- a. determining the self direction and/or position of said telephone towards the north;

- b. calculating the location of the predetermined geographical sites;
- c. calculating the direction of said sites from the said determined location of said telephone; and,
- d. presenting said calculated directions on the telephone's screen.

39. The method according to claim 38 wherein the calculated directions are presented in the manner it exceeded from the user's site towards each one of the geographical sites such that a star-like shape is displayed.

40. The method according to claim 38 wherein the calculated directions are presented in the manner it exceeded from the user's site towards a series of sequential locations.

41. The method according to claim 40 for locating and presenting a pathway exceeded along a series of predetermined geographical sites wherein the user initial location is the starting point, by means of a cellular telephone having means for determining its direction towards the north and/or for coordinating itself in the globe; said method comprising;

- a. determining the initial direction and/or position of said telephone towards the north;
- b. calculating the location of the predetermined geographical sites;
- c. calculating the direction between said initial site to the consequented geographical site;
- d. presenting of said calculated direction on the telephone's screen.
- e. calculating the direction between said first site to a second predetermined geographical site;
- f. presenting said calculated direction on the telephone's screen; and,
- g. repeating the said calculation and presentation for the other predetermined geographical sites in order to get sequential series of directions or a way between the user's site and the predetermined geographical sites

42. The method according to claim 41, wherein the pathway is presented on top of a map layer.

43. A method to locate the direction between a user's site to a predetermined geographical site by means of a cellular telephone having means presenting the user's closest surroundings such that the user can easily orient the cellular telephone in respect to the projected surroundings; said displayed presentation also comprising an arrow to a predetermined location.
44. The method according to claim 43, also comprising displaying at least one landmark to provide a simple orientation means.